

ORDER

Orders

Order / Rev:	166431
Alt Order #:	06324067
Product Desc:	OBAMA 4 PRES: SKED A
Estimate:	1811
Flight Dates:	09/20/12 - 09/26/12
Original Date / Rev:	09/20/12 / 09/21/12
Order Type:	GENERAL

Primary AE:	WDJT-TV-LP
Sales Office:	Matthew Norten
Sales Region:	HDC
	NAT

Agency

Name:	GMMB Greer Margolis Mitchell
Buying Contact:	
Billing Contact:	
	1010 Wisconsin Ave. NW
	Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Poli/Obama for President
Demographic:	A35+
Product Codes:	PL Candidate
Priority:	LUR
Revenue Codes:	AGY, POL, CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/26/12	74	\$34,575.00	\$29,388.75

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	74	\$34,575.00	\$29,388.75	0.00
Totals	74	\$34,575.00	\$29,388.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$34,575.00
Market	100%	\$203,382.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,033.82
WCGV	0%	\$0.00
WISN	27%	\$54,913.24
WITI	31%	\$63,048.53
WMLW-	2%	\$4,067.65
WPXE	0%	\$0.00
WTMJ	22%	\$44,744.12
WVTW	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	09/20/12	09/21/12	Morning News M-F 5a - 6a		5a - 6a		:30	1	\$20.00	LUR	0.00	NM	1	\$20.00
				M-F 5a - 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		1				\$20.00		0.00			
2	WDJT	09/24/12	09/26/12	Morning News M-F 5a - 6a		5a - 6a		:30	2	\$15.00	LUR	0.00	NM	2	\$30.00
				M-F 5a - 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTW----		2				\$15.00		0.00			

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Product Desc: OBAMA 4 PRES: SKED A
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WDJT-TV-LP

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WDJT	09/20/12	09/21/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	---TF--	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		1				\$50.00		0.00			
17	WDJT	09/24/12	09/26/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	MTW----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTW----		2				\$50.00		0.00			
18	WDJT	09/20/12	09/21/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p	---TF--	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2				\$50.00		0.00			
19	WDJT	09/24/12	09/26/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p	MTW----	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTW----		1				\$50.00		0.00			
20	WDJT	09/20/12	09/21/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	---TF--	:30	1	\$120.00	LUR	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		1				\$120.00		0.00			
21	WDJT	09/24/12	09/26/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	MTW----	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTW----		2				\$100.00		0.00			
22	WDJT	09/20/12	09/21/12	CBS58 Nws 5p M-Sa/530CM CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p	---TF--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		1				\$150.00		0.00			
N23	WDJT	09/24/12	09/26/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p	MTW----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTW----		2				\$150.00		0.00			
24	WDJT	09/20/12	09/21/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---TF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2				\$400.00		0.00			
25	WDJT	09/24/12	09/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MTW----	:30	2	\$275.00	LUR	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTW----		2				\$275.00		0.00			
26	WDJT	09/20/12	09/21/12	Wheel of Fortune 630p-7QM 630p-7p/Wheel		M-F 630p-7p	---TF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2				\$500.00		0.00			
27	WDJT	09/24/12	09/26/12	Wheel of Fortune 630p-7QM 630p-7p/Wheel		M-F 630p-7p	MTW----	:30	2	\$325.00	LUR	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTW----		2				\$325.00		0.00			
28	WDJT	09/22/12	09/22/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1-		1				\$200.00		0.00			
29	WDJT	09/24/12	09/24/12	Mo 7p - 8p How I Met/Partners	CM	Mo 7pm - 8pm	1-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$2,400.00		0.00			
30	WDJT	09/24/12	09/24/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p	1-----	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$2,300.00		0.00			

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
30	WDJT	09/24/12	09/24/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p	1-----	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1	\$2,300.00			0.00					
31	WDJT	09/25/12	09/25/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1-----		1	\$3,000.00			0.00					
32	WDJT	09/26/12	09/26/12	Wed 7p - 8p Survivor: Philippines	CM	7p - 8p	--1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----		1	\$3,000.00			0.00					
33	WDJT	09/26/12	09/26/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p	--1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----		1	\$2,500.00			0.00					
N34	WDJT	09/23/12	09/23/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$3,200.00	P-1	0.00	NM	6	\$6,185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1	\$3,200.00			0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	1	WDJT	09/17/12-09/23/12	Su 6p - 7p See MG 34.2,34.3,34.4,34.5,34.6,34.7 [NA]		6p - 7p				-----Su	:30	(\$3,200.00)	0.00	NM	
	2	WDJT	09/24/12-09/26/12	Morning News M-F 5a - 6a ④ MG for 10.1,34.1	5a - 6a					MTW-----	:30	\$15.00	0.00	NM	
	3	WDJT	09/24/12-09/26/12	Morning News M-F 6a - 7a ④ MG for 10.1,34.1	6a-7a					MTW-----	:30	\$20.00	0.00	NM	
	4	WDJT	09/24/12-09/26/12	Wheel of Fortune 630p-7p ④ MG for 10.1,34.1	M-F 630p-7p					MTW-----	:30	\$750.00	0.00	NM	
	5	WDJT	09/23/12-09/23/12	1035-1105p (eff 9/9/13) ④ MG for 10.1,34.1	1035p-1105p					-----Su	:30	\$400.00	0.00	NM	
	6	WDJT	09/23/12-09/23/12	Su 8p - 9p ④ MG for 10.1,34.1	8p-9p					-----Su	:30	\$2,500.00	0.00	NM	
	7	WDJT	09/23/12-09/23/12	Su 9p - 10p ④ MG for 10.1,34.1	9p-10p					-----Su	:30	\$2,500.00	0.00	NM	
35	WDJT	09/20/12	09/23/12	M-F Late News M-F Late News	CM	10p-1035p	---TF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		3	\$600.00			0.00					
N36	WDJT	09/24/12	09/26/12	M-F Late News M-F Late News	CM	10p-1035p	MTW---	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTW---		2	\$750.00			0.00					
37	WDJT	09/24/12	09/26/12	Letterman 1035p-1135p CM Letterman 1035p-1135p	CM	1035p-1135p	MTW----	:30	3	\$100.00	LUR	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTW----		3	\$100.00			0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
37	WDJT	09/24/12	09/26/12	Letterman 1035p-1135p CM		1035p-1135p	MTW----	:30	3	\$100.00	LUR	0.00	NM	3	\$240.00	
				Letterman 1035p-1135p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTW----		3	\$100.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1	WDJT	09/24/12-09/30/12	Letterman 1035p-1135p	See MG 37.4,37.5,37.6 [3x \$100 reduced to new LUR \$80]		1035p-1135p				MTW-----		:30	(\$100.00)	0.00	NM	
2	WDJT	09/24/12-09/30/12	Letterman 1035p-1135p	See MG 37.4,37.5,37.6 [3x \$100 reduced to new LUR \$80]		1035p-1135p				MTW-----		:30	(\$100.00)	0.00	NM	
3	WDJT	09/24/12-09/30/12	Letterman 1035p-1135p	See MG 37.4,37.5,37.6 [3x \$100 reduced to new LUR \$80]		1035p-1135p				MTW-----		:30	(\$100.00)	0.00	NM	
4	WDJT	09/24/12-09/30/12	Letterman 1035p-1135p	Ⓜ MG for 37.2,37.1,37.3		1035p-1135p				MTW-----		:30	\$80.00	0.00	NM	
5	WDJT	09/24/12-09/30/12	Letterman 1035p-1135p	Ⓜ MG for 37.2,37.1,37.3		1035p-1135p				MTW-----		:30	\$80.00	0.00	NM	
6	WDJT	09/24/12-09/30/12	Letterman 1035p-1135p	Ⓜ MG for 37.2,37.1,37.3		1035p-1135p				MTW-----		:30	\$80.00	0.00	NM	
38	WDJT	09/22/12	09/22/12	Sat 1035p-1135p	CM	1035p-1135p	-----1-	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00	
				The Closer												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1-		1	\$70.00			0.00						
39	WDJT	09/22/12	09/22/12	Sat 1135p-1235a	CM	1135p-1235x	-----1-	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00	
				The Closer												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1-		1	\$50.00			0.00						
40	WDJT	09/23/12	09/23/12	Insider Wknd 1105p-1135M		1105p-1135p	-----1	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00	
				Insider Wknd 1105p-1135p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1		1	\$50.00			0.00						
41	WDJT	09/23/12	09/23/12	NFL Early Game Regular	SPRT	NFL Early Game	-----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
				NFL Early Game												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1		1	\$2,000.00			0.00						
42	WDJT	09/23/12	09/23/12	NFL Late Game Regular	SPRT	NFL Late Game Re	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00	
				NFL Late Game Regular Season												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1		1	\$3,000.00			0.00						
43	WDJT	09/22/12	09/22/12	SEC Afternoon Game	SPRT	Fri 130p-5p/Sat 11a-	-----1	:30	1	\$75.00	LUR	0.00	NM	1	\$75.00	
				SEC Afternoon Game		(2:00 PM-5:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1		1	\$75.00			0.00						